

All 4 iVoD Specs

AD SHOP

Enquiries:
[#AgencyDigitalCampaignManagement@c](#)
[hannel4.co.uk](http://channel4.co.uk)



Ad Shop main points:

- The ad shop format allows a user to 'click to buy' the products that they see appearing in the pre roll. A maximum of 6 products can be shown on the overlay.
- A user is initially shown a branded bug/overlay, and as products are showcased within the pre roll, these product images will be added to the overlay for users to click on.
- When an image is clicked on, a pop up will appear showing the product information and users can then click to the advertiser's site to purchase.
- This format takes between 3-4 weeks to build, depending on complexity, from receipt of all assets, completed creative brief, tracking tags and pre roll.
- Direct 'add to basket' links with Dotter may incur additional fees

Best practise tip: Top performing units typically position the overlay in the left hand area of the video player, as users eyes naturally gravitate to the left.

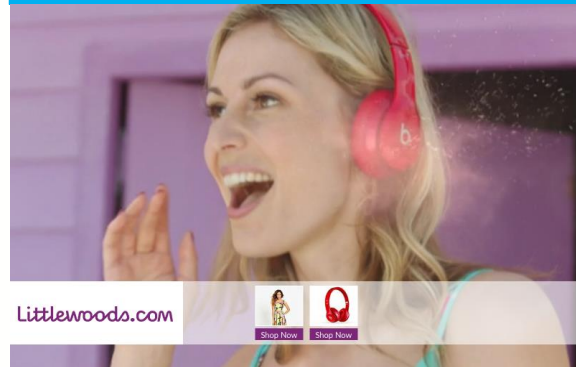
Ad Shop user journey:

Video Content



1 Video pre roll begins

Initial bug/overlay



2 As the products are shown within the pre roll, these images are added to the overlay for users to click on

Pop up product box



3 Pre roll pauses and a pop up with product info appears with a click to buy button

Ad Shop asset list:

Design and build specs

Asset	Format
Completed creative brief	Word document
Static Overlay/ Bug (if being supplied)	40x40 minimum, PNG/JPEG/GIF
Animated Overlay/Bug (if being supplied)	Link to spec: https://innovid.box.com/s/d54zzk5zr808mx5cw7ktgl9m1a0ofeu6
Images	EPS/PSD (preferred) JPEGs/GIFs/PNGs Max file size: 15-20MB per image
Product/Service information	Copy, press releases, creative/brand guidelines
Logos	EPS
Fonts	OTF or TTF
Timings	Seconds at which the products should show on screen

Tracking specs

Required
<ul style="list-style-type: none">- 1x1 impression tracker- Click command <p>* If you wish to track other in unit or external clicks, then please provide multiple click commands</p>
<p>We accept 3rd party tracking from the following vendors:</p> <ul style="list-style-type: none">MediamindDoubleClickFlashtalkingMediaplex

Ad Shop pre roll specs:

Further info

Spec	Format
File type:	15Mbps MPEG2 mezzanine
Container:	MPEG2 Programme Stream
Mode:	CBR
Quality/Speed:	Highest Quality
Field Order:	Source Dominance or Software De-interlaced
File Extension:	.mpg
Video Bitrate:	15Mbps
Audio CODEC:	MPEG1 Layer 2
Audio Bitrate:	224Mbps
Audio Sample Rate:	48KHz at 16Bit
Frame Size:	720x576
PAR:	Anamorphic Pixels 1.42:1
Chroma Format:	4.2.2
Profile:	Main

- All pre rolls must be supplied with a clock number and ClearCast approval

- Clocks and handles must be removed from the pre roll at the beginning and end

- Pre rolls can be supplied in the following way:

- Via Ad Stream, IMD or Beam
- Link to asset on email
- We Transfer

- Pre rolls must be supplied at least 5 working days before live date with rotation instructions

- Max 2 creative changes during a campaign and creative must still be supplied 5 days previous to new date

Ad Shop production points:

- We ask that you upload all assets to our shared Box folder, so everything is in one place. A link will be given to you at the start of the campaign.
- If feedback is required, these amends will be completed by end of play the following working day.
- When sending feedback, we ask that this is accumulated from all parties and sent altogether. If more feedback is sent after the initial round, these will be completed in the following round of amends
- If you have extensive feedback, please note this can sometimes take longer to implement and it may even require going back to the storyboard phase. If this is the case, you will be advised.
- If it seems likely that the unit will not be ready by the desired start date, we will go live with an overlay initially, and switch to the ad bloom when it is completed.
- The overlay will sit at least 38 pixels high from the bottom of the frame. This is to ensure it is not obscured by our player bar once live.